



SENIOR SEO/SEM/ANALYTICS

PERSONAL INFORMATION

Name: Jeff Raymund Quin S. Libanan
 Gender: Male
 Date of Birth: October 23, 1987
 Marital Status: Single
 Nationality: Filipino

ABOUT ME

I have gained experience in the field of SEO, Social Media Marketing, Analytics, Web Development and Pay per click (PPC).

CONTACT INFORMATION

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SKILLS

WORK



SOFTWARE



CAREER OBJECTIVE

To secure a position where I can efficiently contribute my skills and abilities for the growth of the organization and build my professional career.

With good interpersonal skills, willingness to learn, creative, and able to prioritize and manage time to ensure work is completed for deadlines and targets.

- 12 years' experience in SEO on-page and off-page optimization.
- 6 years' experience setting up and managing PPC advertising campaigns in Google AdWords.
- 10 years in Web Development; Creating, Designing, Setting up and maintaining of a website.
- 6 years' experience in Social media; Creating, Setting up, managing and Marketing social media profiles.
- 10 years' experience in Google Analytics and 2 years' experience in Adobe Analytics.

CERTIFICATES

- [AdWords Search Certified](#)
- [AdWords Video Certified](#)
- [AdWords Display Certified](#)
- [Google Analytics Certified](#)
- [Adobe Analytics Certified](#)
- [BrightEdge Certified](#)

EDUCATION

2006-2011	System Technology Institute (STI) Bachelor of Science in Computer Science March 2011
2004-2006	System Technology Institute (STI) Diploma of Information Technology March 2006
2002-2004	Leyte National High School High School Diploma March 2004
2000-2002	St. Mary's Academy of Palo High School March 2006
1996-2000	St. Therese Child Development Center Elementary Diploma March 2000

TECHNICAL SKILLS

Internet Marketing (Pay Per Click)

- Strong knowledge in development & management of effective pay-per-click media plans and buys
- Experience in analyzing web metrics for website behavior & customer experience
- Experience in providing recommendations to clients on how to improve PPC campaigns, & find new opportunities to utilize them
- Strong skills in keyword research, competitive analysis and making comprehensive PPC Proposals
- Handled clients with PPC budgets ranging from US\$5000 - USD\$80,000/m
- Advanced skills in excel including creating pivot table, using VLOOKUP, if functions, etc.

Organic Search Optimization (SEO)

- Has 8 years' experience in keyword analysis and search engine on-page optimization
- Experienced in E-commerce website optimization.
- Strong knowledge on providing white hat link building strategies.
- Excellent website management skills (managed & trained link builders & writers)
- Experienced in providing campaign effectiveness reports to clients and recommends optimizations when appropriate to improve digital media performance.

Web Development

- Developing and maintaining static and WordPress sites involving web hosting, domain name, Cpanel, email and other website administrative tasks; installation, configuration and troubleshooting of WordPress plug-ins and themes using FTP.
- Front end web development and animation skills using Photoshop, XHTML, CSS, and JQuery/AJAX,
- Intermediate skills in Adobe Photoshop, and Dreamweaver for web design, banner making and animation.

WORKING EXPERIENCE

(JULY 2019 – PRESENT)

SENIOR SEO SPECIALIST FIRST PAGE LTD.

PRIMARY RESPONSIBILITIES

- Plan, execute and optimize on-page website content
- Fix SEO Technical Issues
- Perform ongoing keyword research including discovery and expansion, prioritization and optimization
- Monitor SEO performance such as bounce rate, ranking and conversion rate
- Track, and analyze ranking performance on an ongoing basis, and optimize SEO campaigns as necessary
- Recommend changes to website architecture, layouts, content and other factors to improve SEO positions for target keywords
- Develop and implement link building strategy. Analyze data and create insight on the trends and key competitors
- Analyze data and create insight on the trends and key competitors

(APRIL 2019 – JULY 2019)

SEO MANAGER

TANDA WORKFORCE SOLUTIONS, INC.

PRIMARY RESPONSIBILITIES

- Develop an organic marketing strategy to position Tanda for significant lead generation improvement in all three target countries.
- Coordinating with other members of the team to focus our efforts on increasing traffic. E.g. working with the content team on the type and quantity of content we need to be producing and sharing.
- Build links in all markets to relevant pages.
- Identify and help execute improvements to website that will have an immediate impact.
- Create an outreach "engine" that will greatly expedite the returns of future content, once implemented.
- Make Tanda THE dominant search player for time/roster management in the US, UK, and AU.

(FEBRUARY 2018 – APRIL 2019)

SEO MANAGER

DILATE DIGITAL

PRIMARY RESPONSIBILITIES

- Managing all SEO activities such as on-page optimisation, link building and keyword strategy to increase rankings.
- Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages
- Provide recommendations and execute/manage strategies for content development in coordination with SEO goals – general and keyword specific
- Monitor and evaluate web analytics dashboards and reports in order to develop and recommend SEO strategies.
- Communication to team and management on project development, timelines, and results
- Creating and planning a variety of PPC campaigns across a range of digital channels
- Overseeing existing campaigns and making recommendations on how to optimise them
- Analysing trends and making data-driven decisions
- Writing engaging copy for adverts
- Proof-reading
- Making creative suggestions for advert templates
- Account management of clients
- Relationship building and business development
- Producing detailed analysis and reports of campaigns
- Presenting data and reports to a range of audiences.

SEARCH MANAGER

SAMSUNG APAC/CHEIL SINGAPORE

PRIMARY RESPONSIBILITIES

- Managing all SEO activities such as content strategy, link building and keyword strategy to increase rankings on all major search networks for all the 9 regional subsidiaries.
- Stay abreast of emerging SEM, digital marketing and display trends and platforms while educating the local markets.
- Execute tests, collect and analyze data, identify trends and insights in order to achieve maximum ROI in paid search campaigns.
- Work with local markets and their digital agency to provide guidance, direction and seek out further opportunities for growth.
- Track, report and analyze website analytics, pay-per-click (PPC) initiatives and campaigns.
- Perform ongoing paid keyword discovery, expansion and optimization. Research and analyze competitor advertising links.
- Identifying growth opportunities in core areas such as site infrastructure, keyword selection, or on-page factors optimization.
- Perform granular traffic and conversion analyses across multiple regional markets to gain insight into keyword and landing page performance. Provide ongoing reporting related to SEO traffic, keyword ranking, and conversions by keyword, page indexing, inbound links.
- Optimize internal linking structures to maximize rankings across our keyword portfolio.
- Assess each market's needs related to Search, and communicate them to various internal and external stakeholders. Build strong relationships with stakeholders up and down the conversion funnel to ensure efforts are aligned with company KPIs including revenue and user acquisition.
- Create and deliver recurring performance reports, provide actionable insights for senior executives and stakeholders, collaborate on quarterly progress reviews and forecasts.
- Use website and web analytics tools to monitor and evaluate search results and performance across the major search channels and optimize search results for key branded and generic terms.
- Develop and perform scheduled site audits to ensure the proper functionality of all web-related sites for functionality as well as optimization for improved search rankings. Utilize analytic and diagnostic tools to identify and troubleshoot page errors, browser-related issues, missing or abandoned links.
- Develop and execute a Search roadmap and effectiveness, including success metrics, processes for measurement, competitive audits, and opportunity analysis
- Perform SEO updates include optimizing title tags, meta-tags, creating uploading and submitting sitemaps, adding or editing alt tags, editing file names and editing URLs, etc.
- Research, measure, and grow link building campaigns including external link acquisition, internal link strategy, and other relevant sources to maximize links
- Develop technical strategies concerning URL structure, information architecture, and page speed
- Identify and remove obstacles which impede search engines' ability to discover and index content
- Run A/B and multivariate experiments for Search and conversion rate optimization
- Stay up to date on the latest developments in search engine trends to ensure Search strategy and site architecture keep pace with evolving organic search practices, including mobile web optimizations

(FEBRUARY 2015 – AUGUST 2017)

SEO ASSOCIATE MANAGER IPROSPECT SINGAPORE

PRIMARY RESPONSIBILITIES

- Improve a company's organic search results.
- Review and analyze client sites for areas that need to be improved, deleted, or revised.
- Write effective Meta Title, Description, and Header Tags
- Implement on-page SEO content strategies such as Schema coding.
- Strategize ways to improve and track site performance.
- Compile and present SEO performance and KPI reports.
- Create advanced SEO strategies.
- Consult with independent web designers to improve the navigation of a site to enhance its search engine ranking.
- Utilize basic programming and web design skills to enhance SEO.
- Identify the least expensive but most powerful and profitable keywords for client sites.
- Analyzing a website's key performance metrics and competitive trending
- Interpret data, analyze results using statistical techniques and provide ongoing reports
- Weekly, monthly reports (Google Analytics & Adobe Analytics).
- Lead development of senior management dashboards.
- Website behavior and customer experience analysis.
- Data consolidation and validation.
- Coordinating tags, tracking parameter implementations.
- Lead creation and completion of Multivariate and A/B testing documents (from hypothesis creation to influencing creatives to identifying success metrics) and post test analysis.
- Run pay-per-click campaigns.
- Place keywords appropriately in copy to gain most search engine traffic.
- Write effective call-to-action statements.
- Adjust PPC campaigns as needed.
- Evaluate product offering, traffic, landing page quality, content, design, security, payment options, shipping options, demographics of prospective customers when determining keywords and campaigns.

SEO Tools Used: BrightEdge, MOZ, SEMrush, Ahref, Majestic SEO, Screaming Frog, Google Analytics, Adobe Analytics, Google Webmaster Tools.

(MAY 2012 – FEBRUARY 2015)

LEAD GENERATION SPECIALIST AUTHOR SOLUTIONS (CEBU CITY)

Pay Per Click Responsibilities:

- Keyword research
- Campaign setup & Ad group setup to both search & display networks with PPC budgets ranging from USD\$30,000 – USD\$50,000/month.
- Writing and testing ad copy
- Improve quality score and conversion rates via landing page optimization
- Daily management of PPC campaigns in both search and display networks
- Conducting keyword/placement analysis/research
- Analyzing search analytics tools such as Google Analytics, Google Webmasters Tools, etc and interpret data, performance of keywords, placement sites, ad copies, bounce rates, conversion rates, etc.
- Ongoing optimization for keywords and placements
- Creation of Remarketing Campaigns
- Website Audit for PPC Landing Page
- Produce monthly client reports and participate in client conference calls

SEO Responsibilities:

- Competitor Analysis
- Keyword Research and Analysis
- Site Level Optimization
- On-Page Optimization (Title tags, Meta tags, Alt texts etc.)
- Google Sitemap Creation
- Robots.txt file Creation
- Google Analytics Account Setup (if required) including Goals setup
- Website Rank reporting
- Press Release (PR) Optimization & Promotion
- Article Optimization & Promotion
- Blog Creation and Promotion
- Link Building
- Research & Analysis

Social Media Responsibilities:

Facebook:

- Developed and maintain new social media presence on Facebook
- Create Timeline cover graphics
- Create and research valuable content
- Manage daily activities
- Community outreach - engage in conversations with members, answer questions, and share content
- Post events and announcements
- Upload photos and videos
- Consulted with client on the benefits of social media and how to use social media

Twitter:

- Developed and maintain Twitter presence
- Create Twitter backgrounds
- Create and research content
- Manage daily activities
- Community outreach - Tweet events and announcements, Retweet content and reply to comments
- Monitor and evaluate followers and other activity
- Consulted with client on how to market events through use of hashtags

LinkedIn:

- Designed and maintain LinkedIn Company Page
- Create and manage LinkedIn Group

FREELANCE JOB EXPERIENCE

(OCTOBER 2011 – APRIL 2012 FREELANCE)

SEO SPECIALIST OVERSEAS REGISTRY (CEBU CITY)

Responsibilities:

- SEO (On-Page and Off-Page Optimization)
- Link Building
- Google Analytics Reporting
- Webmasters Tools
- Website Audits
- Social Media

(APRIL - OCTOBER 2010 PART-TIME)

WEB DEVELOPER TELPOINT SOLUTIONS (PALO LEYTE)

Responsibilities:

- Search Engine Optimization
- Pay per Click (PPC)
- Social Media
- Graphic Design
- Website Design
- Web Banners
- Business Card
- Logo Design
- Icon Design
- PowerPoint Templates
- Print Design
- Website Development
- Web CMS Website
- PSD to XHTML conversion

(JANUARY – AUGUST 2013)

WEB DEVELOPER/SEO Consultant VIRTUAL ASSISTANT TALENT

Responsibilities:

- Web Designing
- Internet Marketing / eMarketing
- Search Engine Optimization / SEO
- Social Media Marketing/ SMM
- Graphics Designing
- Monitor and report on overall SEO program success with regard to key metrics including:
Traffic, keyword ranking, indexed pages, back links using Google Analytics.

(JUNE – NOVEMBER 2012)

SEO SPECIALIST

SEO AGENCY SINGAPORE

Responsibilities:

- Social bookmarking
- Social networking
- Article marketing
- Forum posting/signature
- Directory submission
- Blog commenting
- Strategic Planning
- Keyword on Page Optimization
- Link Structure & Planning

(MARCH – SEPTEMBER 2012)

SEO ACCOUNT MANAGER

SEATTLE SEO CONSULTANT

Responsibilities:

- Acted as SEO / SEM consultant
- Social Media Marketing/ Consultancy
- Keyword analysis and optimization
- Submitted Websites to directories such as Yahoo and DMoz
- Google Analytics, Webmaster Tools
- Strategic Planning
- Keyword on Page Optimization
- Link Structure & Planning
- One Way Links (Legal natural Back link builder)